



EXTERNAL JOB POSTING

MARKETING & COMMUNICATIONS MANAGER

Permanent Part-time position

Reporting to the General Manager

Peterborough Musicfest (PMF) is an independent non-profit, charitable organization that has offered free-admission concerts on Wednesday and Saturday evenings every summer since 1987. Our stage has seen the likes of Dallas Green from City and Colour, Gordon Lightfoot, Terri Clarke, k-os, Walk Off the Earth, Tegan & Sara, Carly Rae Jepsen, Our Lady Peace, Tom Cochrane, Kiefer Sutherland, Sam Roberts Band and many more. PMF is one of the largest free-admission festivals of its kind in Canada and has an outsized impact on the local economy, generating upwards of \$6M in economic activity. We're proud of what we have built, and we invite qualified candidates to bring their talent and passion to our team.

THE POSITION

Reporting to the General Manager, the Marketing & Communications Manager role is responsible for the marketing initiatives across both traditional and digital sources of advertising. This position is responsible for the development of social media campaigns, promotions, contesting and multiple media portfolios. The Marketing & Communications Manager will be responsible for in-kind partnerships which include tv, radio and print advertising. This position will collaborate with external partners-sponsors and vendors as well as working alongside The Musicfest team to provide the most up-to-date communications and action deliverables through sponsorship promotions. This position will manage all digital media and act as a key leader and representative of Musicfest at events.

*Hours and schedule will vary around the summer season – **evening and weekend work will be strongly prevalent. Must be available on Canada Day, and every Wednesday & Saturday throughout July/August.***

DUTIES & RESPONSIBILITIES

During Festival Season (July/August)

- Develop all onstage scripts for every concert including sponsor onstage promotion, speeches for Emcees, Board Chair and General Manager.
- Coordinate marketing and radio advertisements and oversee in-kind media partnerships.
- Responsible for hiring and managing the work assignments of Summer Marketing Assistant.
- Further develop and implement Invest in Musicfest marketing campaign.
- Develop media release communications and concert announcements and manage traditional media contracts. Create sponsor promo videos in collaboration with videographer/photographer.
- Provide artists and sponsors marketing to attract concert goers, promote musicians and to continue to grow Musicfest fan base.
- Create content for marketing on-site guests, sponsors, vendors, staff, volunteers, etc.
- Assist with festival hospitality, including meet & greets, contest winners, special guests, festival partners and sponsors.
- Prepare pre-show playlist music and manage large street sign at front of Del Cray Park.

Pre & Post Season

- Responsible for project management of all marketing initiatives including utilizing project management tools to schedule and create deliverables of tasks.
- Develop and produce marketing and communications for off-season events with the goal of attracting new sponsors.
- Create and develop festival branded merch and park signage.
- Work to build relationships with media, influencers, and supporters of the festival brand.

- In collaboration with team, develop brand visuals for each season's theme.
- Research and coordination of funding opportunities, including grant writing alongside GM and Treasurer.
- Collaborate with team to develop and promote annual fundraisers including the Diner's book and our winter concert series.
- Create and regularly review marketing budgets and develop impact reporting on value of sponsor advertisement.
- Prepare monthly reports provided to the Board.
- Complete post-festival written end of season report.
- Perform other related duties as required.

General Skills

- Post-secondary education in a related field with three to five years' experience in a progressively responsible marketing role.
- Demonstrate ability to network and build rapport with our community and our partners.
- Comfortable using email marketing tools and social media platforms such as Facebook, Instagram, TikTok and Google My Business.
- Ability to work in a Mac based environment an asset and comfortable using computer software like file sharing, word processing and spreadsheets.
- Excellent verbal and written communication skills.
- Ability to multitask and prioritize a busy workload.
- Photography and videography skills including editing for social media.
- Ability to show diplomacy and professionalism under pressure.
- Ability to solve problems quickly and appropriately.
- Motivated/self-starter who will seek out opportunities.
- Impeccable attention to detail.
- Current driver's license and personal vehicle required.
- Professional and presentable when meeting with sponsors and the board of directors.

This position requires the successful applicant to be available every Wednesday and Saturday (including evenings) throughout July and August. Thursdays and Sundays are scheduled days off during July and August.

The successful applicant will have the ability to work in a hybrid/working from home environment during the festival off season as well as have flexibility in their working hours, provided all objectives are met.

To Apply:

Please send a cover letter and resumé by email to:

Attention: Tracey Randall, General Manager info@ptbomusicfest.ca

Subject: Marketing & Communications Manager position

Website: www.ptbomusicfest.ca

Application deadline: Wednesday, May 31st at 4PM

Flex hours - \$30.00/hour

Employee Benefits: parking reimbursement,

hybrid work environment,

off-season flexible work schedule (September - May)

Peterborough Musicfest is an equal opportunity employer and is firmly committed to complying with all federal, provincial, and local equal employment opportunity guidelines. Ptbo Musicfest strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, gender identity or expression, sexual orientation, height and weight, disability, marital status, partnership status and any other characteristic protected by law.